Chirpractic History

William C. Schulze, MD, DC: *Esse Quam*

Joseph C. Keating, Jr., Ph.D.

His story encompasses both the shame of correspondence training and the distinction of leading the profession toward a more dignified role among doctors of conservative healing methods. This gentle, cheerful, thoughtful man, would profoundly influence the course of chiropractic. As the second majority owner and second president of the National College of Chiropractic, his life's work would steer National away from its correspondence school heritage and toward its later eminence in the science of chiropractic.

William C. Schulze was born in Germany in 1870 and emigrated to the United States in the middle 1880s. After studying at the William Jewell College in Liberty, Missouri and teaching grade school in Marion County, Kansas, he elected to study medicine, and earned his doctorate from the Rush Medical College in 1897. Schulze functioned as a genuine, turn-of-the-century, horse and buggy doctor for several years in Lomira, Wisconsin and later, Duluth, Minnesota, where he became acquainted with the Mayo brothers and married in 1900. In the early years of the 20th century he returned to Chicago, and established a private practice which specialized in obstetrics and gynecology. The young practitioner also worked as "Physician in Charge of The Institute of Physiological Therapeutics," "medical director of the Chicago Zander Institute" for five years, and as founding president and dean of the American College of Mechano-Therapy (ACMT), all in Chicago. The ACMT offered both resident and correspondence courses in drugless healing, published a *Text-Book of Chiropractic* in 1910, and another volume, *Clinical Lectures on Mechano-Therapy* in 1912 and 1915. Several years later, as president and dean of the National School of Chiropractic (NSC), he would author a *Text Book of the Diseases of Women*, which described a wide variety of drugless alternatives to allopathic methods. Not surprisingly, the school was condemned by the AMA, which was headquartered not far from Schulze's school in Chicago.

William C. Schulze M.D., D.C., circa 1935

W.C. Schulze first met John Howard, D.C., 1906 founder of the NSC, in 1908, when Howard relocated his new school to Chicago in order to acquire cadavers for dissection, and to access a broader range of patients than were available in Davenport. Both men were involved in correspondence training: Schulze in mechano-therapy and Howard in chiropractic, although the NSC would discontinue mail-order education by 1918. At various times during their earliest years of collaboration each school leader worked for the other's institution, but by 1910 Schulze had discontinued medical practice to become a full-time faculty member at the NSC. Howard, Schulze and a second medical physician-turned-chiropractor, Arthur L. Forster, M.D., D.C. would be responsible for introducing physiological therapeutics to the NSC curriculum in 1912. The college had begun to award diplomas in "Chiropractic and Physiological Therapeutics" not later than 1917, when the curriculum was still only 12 months in length. Schulze, Forster and several additional MD-DCs who had joined the NSC faculty by 1918, were responsible for establishing the observation privileges (at the bedside and in the operating rooms) that National students enjoyed at the Cook County Hospital in Chicago during 1914-1924.

The National School was a private, for-profit corporation in its early years, and Howard apparently paid some of his faculty with shares in the business. Somewhere between 1914 and 1919 Dr. Schulze became the majority owner of the NSC; by 1917 he had become the dean of the school, and by 1920 had taken charge as president. Dr. Howard's departure was apparently amicable, and he would praise Schulze's stewardship of the institution in later years. In 1919-20 the NSC became the National College of Chiropractic (NCC), relocated to 20 North Ashland Boulevard, and expanded its curriculum to 18 months. The new campus, which National would occupy until its 1963 relocation to Lombard, Illinois, was a five story structure providing 112,500 square feet and allowed for the creation of chemistry and dissection labs, new clinic spaces, and dormitory rooms for students. Schulze used the NCC's former campus in the 400 block of Ashland Boulevard as the campus for the nursing school he also operated.

By 1924 Schulze had taken on a non-clinician business partner, Mr. Otto J. Turek, who collaborated with the German doctor in 1927 to create the Chicago General Health Service (CGHS), a facility which continues today to provide clinical training for National students. In its earliest years of operation the CGHS included in-patient facilities, and may have been intended to replace the hospital privileges that were lost when exuberant chiropractic students began shouting recommendations for chiropractic care from the observations seats in an operating room at Cook County Hospital. Turek would develop a lifelong commitment to the NCC, and following Dr. Schulze's death in 1936, served as administrator and later as chairman of the board of the non-profit National College. Turek's business skills served the college well during the dark days of the economic depression, and the NCC became debt-free in 1932.

A significant component of Schulze contribution to the profession was the development of strong educational standards for broad-scope, "rational chiropractic," or what B.J. Palmer called "mixing." The NCC's second president would earn a nationwide reputation among all varieties of drugless healers, including chiropractors, naturopaths, sanipractors, mechano-therapists and naprapaths. Perhaps not surprisingly, he sometimes experienced rather harsh treatment from the "straight" chiropractic community. Recalled as a quiet, gentle man, he endured this rebuke patiently, and often won friends from among Palmer's disciples because of his firm belief and teaching about the value of spinal adjusting. Schulze's institution offered a curriculum of drugless healing whose major philosophical commitments included therapeutic consistency with basic science knowledge, and respect for learning:

> ...first and foremost, and to be brutally frank about it, we are, as a profession, not well enough educated. We have drilled into too large a number of our people such fallacies as "Get the idea and nothing else matters," when we are all more or less slowly admitting what we should have known all the while,

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namely, that a river cannot rise higher than its source. Our fellow citizens care not so much what we say or think of ourselves, but rather do they compare us, as individuals making up a profession, with other individuals making up another profession, such as the medical, for instance. And isn't the comparison justified? Regardless of what we practice, should we not first of all, in our general intelligence, compare favorably with our competitors, the medical men? If we admit this we can overcome our defects to a large extent. We turn from "loud speakers" into **students**. We then cultivate the scientific instinct. We leave this idea in the minds of our fellow citizens: "Well, the Doctor of Chiropractic, seems to be a very intelligent person." But first of all we must recognize, as a profession, that the thing which is holding us back or pulling us down is our own lack of education, generally speaking...

When organized medicine began to introduce basic science laws in the mid-1920s, and precipitated vehement anti-medical attacks from most straight and mixer chiropractors, Schulze's NCC adopted a quieter response. While most chiropractic leaders sought political relief through the courts and legislatures, the National College's *Journal* offered its own unique plan for dealing with the basic science threat:

FOUR WAYS TO BEAT THE BASIC SCIENCE LAW

1. Study Basic Science **3. Study Basic Science and**

2. Study Basic Science **4. Study Basic Science**

Schulze introduced the first laboratory courses in pathology, biochemistry, bacteriology and toxicology in chiropractic education. He was also strongly committed to high standards in diagnostic training. Like National's founder, Schulze envisioned the chiropractor as a family doctor, and one who would continue to educate her/himself throughout one's career:

I stress the necessity of continued reading, studying case reports, and the sort of post-graduate courses which will make us better doctors...this writer will vary his class work this summer by basing it mostly upon individual cases and case reports...

...Get together one evening a month. Discuss your cases and your problems. Compare notes. Don't get together and fight one another because you are not all from the same school. Everyone of you has something worth considering. Learn from one another. Don't be hero worshipers. Don't take authority for truth but rather truth for authority...

Although he was very much involved in the naturopathic movement, and absorbed the Lindlahr School of Natural Therapeutics into the NCC in the mid-1920s, Schulze saw spinal health as central to chiropractic practice. A favorite saying was that "People get old not so much in the face as in the back". He also stressed the role of proper diet and exercise, and practiced what he preached. The doctor's son recalls that W.C. Schulze:

...had rheumatic fever as a child and was left with a damaged heart, although, apparently, he was not aware of that earlier on, but did become aware of it in later years and was very interested in nutrition and exercise. So, he took up the game of golfing and used to walk in the summertime. Three times a week he would golf, and he would walk the entire eighteen holes. In the wintertime, he walked Chicago streets, usually two miles a day, and, apparently made it a habit to do that everyday.

Schulze's condition would bring about his early death, at age 66, but not before he had created an academic environment which would nurture future chiropractic leaders. Joseph Janse would begin his studies during Schulze's tenure, graduating in the year following the gentle doctor's demise. William Alfred Budden, DC, ND.would study the healing arts under Schulze, and served as dean of the NCC before purchasing the school which would become the Western States College. Like his contemporary, C.O. Watkins, DC, Schulze sought a rational middle-ground in chiropractic theory and practice. Popular NCC slogans of his day included "If it's rational, it's at the National," and National College's motto to this day is "Esse Quam Videri" (to be rather than to seem). "It is not necessary for us to all think alike," he suggested, "but it is vital that we all alike think!" Chiropractors, he believed, "come, and should come, together, not to fight but to learn one from the other and to lift their profession higher and higher in the estimation of their neighbors."

Schulze became a national figure within the profession, not solely because of his role as president of National, but also because of his many speaking engagements around the country. His influence was part of the impetus for the 1935 creation of the National Chiropractic Association's Committee on Education, earliest forerunner of today's Council on Chiropractic Education. When he died in September, 1936, his students, faculty and a significant portion of the profession mourned his passing with a depth of feeling that would perhaps not again be similarly felt until Joseph Janse's passing in 1985. Among the sentiments expressed for Schulze were those reproduced in Table 1.

Table 1: Messages of condolence upon the occasion of the passing of William Charles Schulze, MD, DC, President of the National College of Chiropractic.

" ... his was the true instinct of the pioneer who planned for the future even while he achieved in the present."
— Omer C. Bader, DC, ND, dean of the National College of Chiropractic

" ... the leader of the progressive forces of chiropractic for many years."
— Loren M. Rogers, DC, executive secretary of the National Chiropractic Association, editor of the NCA's The *Chiropractic Journal*

" ... a dear soul to whom we always looked forward to put pep in our programs and who always met us with a smile and a word of cheer."
— Indiana Chiropractic Association

"The entire drugless profession has lost a friend and leader."
—Washington State Naturopathic Association

" ... the ever helpful and cheerful teachings of this great and good man."
— Nebraska Chiropractic Association

"We have lost not only a splendid professional influence but a very human friend and lovable character."
— Lincoln Chiropractic College

"one of the most outstanding men of the drugless profession."
—Archie W. Macfie, DC, of Ontario

Schulze's "rational chiropractic" provided an alternative to both the abuses mono-causal theorizing of allopathic medicine and the mono-causal bio-theology inherent in B.J. Palmer's ideas. Where the Davenport guru sought publicity, Schulze sought substantive improvement, hence: "Esse Quam Videri." His legacy includes the National College of Chiropractic and the traditions of academic excellence it has fostered. Schulze dreamed of a science of chiropractic that did not yet exist, and would not come into its own until decades after his death. However, the traditions he established would set his institution on a path toward leadership in the conservative healing arts. Schulze and his team chose the path less traveled; those who followed would follow that path and make a significant difference for the profession and the patients it serves.

Joseph C. Keating, Jr., Ph.D.
E-mail: JCKeating@aol.com